K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program:P.G.D.M & M.M.S (MARKETING), IV Tri (Batch 2016-18)

Subject: SERVICES MARKETING
(End-Term Examination)

Date of Exam: September 18, 2017   **Time: 3 Hours**   **Marks: 50**

Notes:
1. **All questions are compulsory.**

2. **Supplement your answers with suitable theory and examples where necessary.**

Question 1   Give brief analysis of the case ***Porcini's Pronto: "Great Italian Cuisine without the Wait!"*** and answer the following questions: **(20 Marks)**

      i. Discuss all elements of a service business concept. How all these elements work together in support of strategy and providing value proposition to customers?

      ii. How has Porcini's maintained high product and service quality, and how does it plan to do so for its new Pronto concept?

      iii. If you were a member of Porcini's top management, which of the available growth options for Pronto would you choose? Why?

Question 2 A. How can effects of service recovery be understood as customer perceived fairness? How best companies can turn complaining customers into loyal one?   **(8 Marks)**

B. How do the concepts of theatrical perspective, role theory and script theory help to reduce consumer risk perceptions during the service encounter?   **(7Marks)**

Question 3. Describe how the Mehrabian-Russell Stimulus-Response Model and Russell's Model of Affect explain consumer responses to a service environment. Apply Russell's Model of Affect on Benihana of Tokyo.   **(15 Marks)**

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